

Target Audience Matrix

Organizational entity	demographics /size?	Individual Contact	Archives Knowledge level	Interest level	Support	Expectations	Notes (special facts)
			High Medium Low Mixed	High Medium Low Mixed	Support Neutral Resistant Mixed		
College of Business	26 FT faculty mostly male	Dean Susan*	Medium	High	Support	transfer is an administrative task quick access to admin materials high level of service for research requests	Dean has special interest in college as leader of new technology on campus over time
Students for Justice in Palestine	mostly sophomores and juniors	Zainab	Low	High	Mixed	Want to be recognized as influential student organization	communal leadership style - person responsible changes frequently

*names changes to reflect the purely hypothetical nature of these examples!